

Message Text

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PAGE 01 TAIPEI 04703 130725Z

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ACTION COME-00

INFO OCT-01 EA-09 EB-07 ISO-00 /017 W

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R 130629Z JUL 76

FM AMEMBASSY TAIPEI

TO SECSTATE WASHDC 0318

UNCLAS TAIPEI 4703

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: CCP FOURTH QUARTER PROGRESS REPORT

REF : STATE 244219

1. MAJOR CAMPAIGN OBJECTIVES PROGRAMMED FOR THE FOURTH QUARTER HAVE BEEN MET WITH THE EXCEPTION OF THE MACHINE TOOL INDUSTRY REPORT, WHICH WILL BE COMPLETED BY END OF JULY. THE BUILDING AND CONSTRUCTION MATERIALS CAMPAIGN, WHICH OVERLAPPED WITH TRADE CENTER EVENT, DID PARTICULARLY WELL, REGISTERING HIGH OFF-THE-FLOOR SALES AND PROJECTED SALES. THE ILLINOIS STATE MACHINE TOOLS CATALOG SHOW HELD IN TAIPEI AND KAOHSIUNG WAS ALSO VERY SUCCESSFUL, YIELDING OVER 500 TRADE LEADS.

2. PREPARATIONS WERE COMPLETED FOR STAGING THE BICENTENNIAL PROMOTION OF AMERICAN CONSUMER PRODUCTS AT FAR EASTERN DEPARTMENT STORES' FOUR LOCATIONS THROUGHOUT THE ISLAND. THE FIRST EVENT OPENED IN TAINAN ON JULY 1 AND WAS VERY SUCCESSFUL, YIELDING GOOD PUBLICITY FOR AMERICAN PRODUCTS. SIMILAR EVENTS WILL TAKE PLACE IN KAOHSIUNG (JULY 31--AUGUST 15), TAICHUNG (AUGUST 28--SEPTEMBER 12), AND TAIPEI (SEPTEMBER 25--OCTOBER 25).

3. THERE WERE NO SIGNIFICANT PROBLEMS IN THE FOURTH QUARTER IN TERMS OF RESOURCE ALLOCATION VERSUS WORKLOAD. IN FACT, THERE HAS BEEN A NOTICEABLE DROP IN TERMS OF STAFF TIME REQUIRED IN HANDLING TRADE COMPLAINTS, PARTLY BECAUSE OF POST'S STREAMLINING PROCEDURES TO HANDLE CASELOAD

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AND PARTLY BECAUSE THERE HAS BEEN AN ACTUAL DECREASE OF

NUMBER OF COMPLAINTS.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 13 JUL 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976TAIPEI04703
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760269-0128
From: TAIPEI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760762/aaaaccrl.tel
Line Count: 63
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE 244219
Review Action: RELEASED, APPROVED
Review Authority: schaeafj
Review Comment: n/a
Review Content Flags:
Review Date: 14 APR 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <14 APR 2004 by ThomasVJ>; APPROVED <20 SEP 2004 by schaeafj>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: CCP FOURTH QUARTER PROGRESS REPORT
TAGS: BEXP, TW
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006